

*The Fortnightly*  
**REVIEW**  
*of*  
**THE CHICAGO DENTAL SOCIETY**

**May 1, 1952**

**Volume 23 • Number 9**

## **How to Introduce a Speaker to an Audience\***

[**Editorial Staff Note:** *One of the most important duties a professional man is called upon frequently to perform is to make the "Speech of Introduction." This was brought home very forcibly at the committee meeting on January 25 in the Upper Tower Ballroom of the Conrad Hilton Hotel, when Mr. Quinn Pritchard gave us his fine talk on introducing Midwinter Meeting speakers. It was an innovation, but a dandy, and I hope future administrations will follow suit. How many times I have evaded or fumbled through introductions at meetings, I am ashamed to say. So, as we are all trying to help each other, we have gained permission from Pat Evans, Representative of the Dale Carnegie Institute in Chicago, and, from Dale Carnegie himself, to reprint the following which we hope you value as much as we do.—Olaf S. Opdahl.]*

**Y**ou will be called upon this evening to make a speech of introduction.

What do you say when you are called on to introduce somebody? It's quite simple! You need to know only a few rules in order to make a good speech of introduction.

Remember, the purposes of a speech of introduction are:

a) To tell the listeners what the

speaker is going to talk about; and to arouse in the listeners a desire to hear his speech.

b) To tell the audience who the speaker is and how he has earned the right to talk on his subject.

Hence the formula for a speech of introduction is: "1. Subject—and why it is of interest to the audience. 2. Speaker."

### **TRY TO FOLLOW THESE RULES**

Here are the rules you should follow to make an effective speech of introduction.

Rule 1. *Remember the speaker's name.*

Be sure to announce the speaker's name correctly. That rule is broken more often than you imagine. For example, when the late Mayor Kelly of Chicago introduced Mr. William H. Fitzgibbon as the principal speaker before a convention of the Catholic Order of Foresters, Mayor Kelly bubbled over with admiration and said that he and the speaker had been close personal friends for many years. Then turning to *William H. Fitzgibbon*, he introduced him as "my good friend, *John J. Fitzpatrick!*"

When William Howard Taft was president of the United States, he was once introduced as "a man whose name is known in every part of the world: *William Henry Taft*."

Rule 2. *Announce the speaker's name clearly.*

\*Reprinted from *The Little Red Book* of the Dale Carnegie Course.

Enunciate the speaker's name so clearly that it couldn't possibly be misunderstood by a weak-minded chambermaid with a punctured drum in her left ear.

If the name is hard to understand, be sure to enunciate each syllable distinctly. If the speaker's name is *Richens*, don't mumble and leave people wondering whether it is *Hitchens* or *Dickens*. Pronounce it in clear-cut syllables: "Richens." If necessary, spell it.

Rule 3. *Do not turn to the speaker when you announce his name.*

A chairman, introducing a speaker, often turns to the speaker when he says, "I introduce Mr. Blank." Don't do that. Mr. Blank probably knows his own name—if he is sober—but the audience may be in some doubt. Besides, if you turn to look at Mr. Blank, your voice may not carry to the audience. So continue to face the audience while saying, "And here is Mr. Blank."

Rule 4. Give *facts* about the speaker, not *opinions*. Not vague, meaningless generalities, but *FACTS!* Don't say he is "one of our best-known speakers. He has spoken to large and appreciative audiences. He is well qualified to talk on this subject." Such phrases are dull, trite, unconvincing. Give convincing evidence that he is equipped to discuss his subject. What has the speaker done? What position does he hold? What has he written? Why is he qualified to talk on this subject?

Suppose you are introducing Mr. C. A. Jones, who is going to speak on "Why So Many Casualties in Business?" After announcing the subject, you might say, "Mr. C. A. Jones can speak with authority on the subject of business failures because he is the top man of C. A. Jones and Company, an accounting concern which employs 231 people, 37 of them certified public accountants. Mr. Jones himself is a C.P.A. He has been studying business problems since 1912. He is the author of the book, *Principles and Practices of Accounting.*" Such statements demand attention and respect. They are facts, not opinions. They are definite, not vague. Some of these statements

couldn't possibly be made about anyone else on earth except C. A. Jones.

Rule 5. *Get your facts right.* Dr. Lynn Harold Hough told me when he was pastor of Central Methodist Church in Detroit, he was speaking at Hill Auditorium of the University of Michigan. He was introduced by a chairman who hadn't taken the trouble to get his facts right. So Dr. Hough began his address by saying "the introduction you have just heard was quite correct except for three things: First, the speaker mispronounced my name; second, I don't hold the position he said I held; and third, I am not going to speak on the subject he announced." That introduction was so bad it was good; the audience got a laugh out of it.

Rule 6. *Be brief. Be brief. Be brief.* A speech of introduction should not run over 60 seconds.

Listeners always love brief speeches of introduction. I witnessed a perfect example of short speeches of introduction when I spoke on November 23, 1937, before an audience of 3844 people in Constitution Hall in Washington, D. C. Before I spoke, the manager of the lecture program, Jesse H. Knight, had two announcements to make to the audience: First, he had to tell his listeners about coming attractions and urge them to buy tickets for the entire series. Then he had to introduce Dr. H. C. Byrd, president of the University of Maryland, who, in turn, was to introduce me. I feared that ten or twenty minutes would be consumed by these preliminaries; but I had a delightful surprise. The manager of the lecture series took about one minute to tell of coming attractions and then introduced Dr. Byrd in two sentences. Dr. Byrd then introduced me in about seven seconds: "Most of you have read Mr. Carnegie's book or you wouldn't be here," he said, "So, you already know him. What's the use of introducing him? Here he is!"

I began my talk by saying, "Ladies and gentlemen, you have just witnessed an historic occasion! Probably never before in the history of the American platform

have there ever been two such short speeches of introduction." The audience responded with enthusiastic applause.

Even professors of public speaking—who should certainly know better—are sometimes guilty of making incredibly long, boring speeches of introduction.

For example, a teacher of speech once introduced the man who was going to introduce my associate, Percy H. Whiting, and according to Mr. Whiting's stop watch, this man rambled on for exactly 17 minutes and 37 seconds! That was more than half as long as Mr. Whiting took in giving the principal address of the evening.

I have a letter from William H. Fitzgibbon, Consulting Expert, United States Savings Bond Division of the United States Treasury. He says: "During the war, I was scheduled to make the principal address at a large convention in Chicago. A former governor of one of our states took 45 minutes to introduce me as the principal speaker of the convention and then whispered to me, 'Make your speech as brief as possible.'

Let's take another case: I once heard a United States Senator introduce Franklin D. Roosevelt to a radio audience. Instead of following the usual form, this senator went on and on about himself and his state and its traditions. He knew better because he paused to say, in the middle of his talk, "I realize you didn't tune in to hear me. You want to hear the President, but I just want to assure the President that the state of \_\_\_\_\_ is behind him, just as it has always been behind all forward-looking men and movements"—and so on and on and on. He kept on talking for four minutes when he should have taken only four seconds. He should have said: "Ladies and gentlemen—the President of the United States."

*Rule 7. Announce the speaker's subject and tell the listeners why they should be interested in it.*

If we were introducing an accountant who was going to speak on "Why So Many Casualties in Business," we might begin our speech of introduction by saying, "Our speaker tonight is going to tell

us what causes so many business casualties. I received a letter this week from Dun & Bradstreet," (hold up the letter, so the audience can see it) "which reads: 'Of all new concerns starting in business in any one year, about 65% will fail to reach a sixth birthday.' So, if you and I pay attention to this talk, we may save ourselves thousands of dollars. Yes, it may even save some of us from financial disaster."

*Rule 8. Don't try to show off.*

Don't try to impress the audience with your ability or your importance. I was once introduced to an audience by a teacher of vocabulary building. This teacher was eager to impress the audience with his ability to use big words. In what should have been a simple speech of introduction, he used several words of which most of his hearers—including myself—didn't even know the meaning. The result? The audience felt that he was trying to high-hat them, trying to show off, trying to demonstrate his mental superiority. Some of his listeners probably smiled inwardly at his ridiculous exhibition and resented his bad taste.

*Rule 9. Do not write out or memorize a speech of introduction.*

Here is good news for you: Never memorize a speech of introduction. For example, on February 23, 1948, I appeared in the Community Forum lecture series in Wilmington, Delaware. I had dinner before the lecture with the officers of the Forum. During dinner, I noticed that one of the members—Jay Rupert—was nervous. Jay was scheduled to introduce me to the audience. No wonder he was nervous; he had done everything wrong. He had written out and memorized his speech of introduction. He had gone down to the basement of his home night after night and rehearsed his speech to the furnace. He confessed that he feared he would forget it. So I said to him: "I have good news for you. I can tell you how you can make yourself popular both with the audience and with the speaker. Relax. Take it easy. Begin

*(Continued on page 25)*

# O.A.S.I.\*

Regular Monthly Meeting

CHICAGO DENTAL SOCIETY

THURSDAY—MAY 15th—8 p.m.

(to avoid conflict with the meeting of the  
Illinois State Dental Society)

UPPER TOWER BALLROOM      Conrad Hilton Hotel

## Installation of Officers

The speaker of the evening will be —

**MR. C. O. PAULEY, Chicago**

Mr. Pauley is an economist and an actuarial expert. He is Managing Director of the Insurance Underwriters Conference that coordinates the studies of rate structures and experiences for 177 insurance companies and he is going to discuss and explain to us

### \*OLD AGE AND SURVIVORSHIP INSURANCE

He will present OASI from the dentists' viewpoint. This essay is to be followed by a question and answer session.

# NEWS AND ANNOUNCEMENTS

---

## FLUORIDATION MOVES AHEAD IN CHICAGO

A resolution asking for the fluoridation of Chicago water was introduced before the Chicago City Council last October by Alderman Alfred J. Cilella. Two public hearings have been held by the sub-committee on fluoridation and other hearings are being scheduled. A wave of favorable reaction is sweeping over Chicago and many organizations and individuals have sent favoring resolutions to the Mayor and to Alderman Cilella.

During the past several months, our Committee on Dental Health Education has played a leading role in the organization for community action and in the furnishing of guidance and counseling activities. Two sound technicolor films on fluoridation are in constant use before all types of organizations and many dental society members have appeared before groups interested in learning more about the benefits of fluoridation.

You, as a dental society member, can help in the promotion of fluoridation by seeking out opportunities where films and speakers can spread the story of reducing dental decay in children by as much as 65 per cent. If there are organizations in which you are interested or in which patients are interested, let them know that films and speakers are available. A 'phone call from organization representatives, or from you, will pave the way for an excellent and interesting program.

At the request of community organizations and specifically at the request of Alderman Cilella, the Chicago Dental Society is to serve as the coordinating agency and all activities relative to fluoridation will channel through and be under the general guidance of organized dentistry.

At the April meeting, the Board of

Directors went on record as favoring a forceful and active participation in the campaign to provide the benefits of fluoridation to the children of Chicago.

## PROMINENT LOCAL EXTRACT-IONIST LANDS IN THE CLINK

Those of our readers who have been avidly following our breath-taking series of crime features will be happy to learn that once again the forces of virtue have triumphed over the ditto of evil and that crime does not pay. But what is really heart-warming about the final episode is that the real detective work was done by four of our own member dentists in a manner that any dyed-in-the-wool student of crime would recognize as the only real way there is to follow the trail of a criminal. Here is the story.

Four dentists that had been victimized by a lady pickpocket, who deftly removed their hip-pocket wallets while pretending to react violently to the inspection of a tooth, got together and visited the Rogues' Gallery of the Chicago Police Department. They settled down to work and stuck with it until, after reviewing thousands of pictures, they struck upon one of their erstwhile patient. They all agreed in the identification and one of the dentists signed a warrant for the woman. That, in itself, is an act of no mean fortitude—he knew when he signed it that some alert newsman would pick up the story and that he stood a good chance of being held up to the reading public as a trusting soul who had let some woman pick his pocket. In commenting on the whole story later, Captain William Hennessy of the Fourteenth District Police Department, said that these criminals count heavily on their victims being loathe to admit to the

(Continued on page 24)

## Minutes of the Regular Meeting of the Chicago Dental Society

April 15, 1952  
Conrad Hilton Hotel

**M**eeting called to order by President Edwin W. Baumann at 8:00 p.m.

Dr. William Rusch moved and Dr. Emil Aison seconded to dispense with the reading of the minutes of the January 15th meeting. Dr. Solfronk moved and Dr. Voita seconded to approve the minutes of the January meeting as published in the February 15th issue of the *FORNIGHTLY REVIEW*. Motion carried.

Reports of boards and standing committees—none.

Reports of special committees—none.  
Unfinished business—none.

New business—

President Baumann instructed the Secretary to cast a unanimous ballot for the election of the following officers for the year 1952-1953:

President-Elect—Elmer Ebert  
Vice-President—Gustav W. Solfronk  
Secretary—Samuel R. Kleiman  
Treasurer—Walter E. Dundon

Dr. Baumann announced that the next meeting will be held on Thursday, May 15, at the Conrad Hilton Hotel. The change of the meeting date was due to the fact that the date of our regular meeting conflicted with the Illinois State

meeting in Springfield. Our speaker on that evening will be Mr. C. O. Pauley, an economist, who will discuss the pros and cons of social security for the dentist. He also announced that at this meeting the newly elected officers will be installed.

Dr. Baumann presented Dr. William E. Rusch, Chairman of the Monthly Program Committee, who in turn introduced the speaker of the evening, Dr. Charles H. M. Williams of Toronto who presented a very commendable essay on Periodontal Pocket Therapy. Dr. Williams, who is on the faculty of the University of Toronto Dental College, presented his paper in a manner that was well received by the audience and many favorable comments were heard on the valuable information received. Dr. Williams occupies the chair of Associate Professor of Periodontics and is very active in the affairs of the Canadian Dental Association. He is a member of the American Academy of Periodontology.

President Baumann thanked Dr. Williams for his presentation and the meeting adjourned at 9:45 p.m.

Respectfully submitted,  
Samuel R. Kleiman, *Secretary*

### CHICAGO DENTAL SOCIETY ANNUAL GOLF OUTING

WEDNESDAY

JUNE 18

NORDIC HILLS COUNTRY CLUB

(just north of U.S. 20—Lake Street—and just west of Route 53)

GOLF

— PRIZES —

DINNER

# EDITORIAL

---

## PATRICK HENRY'S CHOICE\*

In 1775, an American patriot stood before his neighbors in a small church in Virginia and challenged the tyranny of government—his own government—in a ringing statement on liberty and death.

While I subscribe wholeheartedly to Patrick Henry's choice of death in lieu of slavery to government, I would like to call your attention to another thought in the same sentence wherein he defied governmental encroachment upon the natural rights of man. Here are the familiar words with which he concluded that memorable address: "I know not what course others may take, but as for me, give me liberty or give me death!"

It is important to note that Patrick Henry did not say that he wanted a law to force everyone else to do as he wished. Nor was he trying to stampede a mob into following him. When he said, "I know not what course others may take," he was stating the very essence of liberty; for he was respecting the right of each person to be free to follow the dictates of his own conscience. And when he added, "but as for me," he was declaring for himself the same freedom of choice that he acknowledged for all others. Thus, having indicated that everyone should be free to decide for himself, he announced his own decision: "Give me liberty or give me death." And let us remember that when he spoke of liberty, he meant *freedom from the injustices imposed by his own legally constituted government which he had previously supported*.

This philosophy of Patrick Henry—his belief that individual liberty is more sacred than life itself—seems to be forgotten in America today. Now our leaders seem to direct their energies primarily to acquiring power over their fellow-men through government office. And once such political power has been obtained, the possessors of it seem to say to the rest of us: "We do not know what course you would follow if government were to leave you free to pursue it, but we strongly suspect that you would act in ignorance of your own best interests. Therefore, we will take no chances—we will pass a law that will force you to follow the course that we have decided is best for you. But as for us—give us more power to impose controls, rules, and regulations upon you for your benefit, and for our glory."

That philosophy is a far cry from the ideas that prevailed when Americans were demanding freedom from governmental dictation over their daily lives and business. And I believe that if we do not return to our original concept of a government of strictly limited functions, freedom in America will eventually be as dead as it now is in Russia and other totalitarian countries.

---

\*Extracted from an address by Admiral Ben Moreell, Chairman of the Board of Jones & Laughlin Steel Corporation, before the Illinois Manufacturers' Association, Chicago, December 11, 1951.

# NEWS OF THE BRANCHES

## NORTHWEST SIDE

Election Day, Tuesday, April 8, brought out a record number of voters, in the State, the County, the City, and to the Northwest side polling place, the Normennenes Club! I am in favor of more good hot issues which, in turn, give us all the jolt we need to bring us out to voice our opinions. . . . The results of our election give us a fine group of officers for the coming year: President GERSON GOULD—Pres.-Elect JOHN GATES—Vice-president CAS. ROGALSKI—Secretary JOSEPH LEBOW—Treasurer B. PAWLOWSKI—Board of Directors: Chairman FRANK BRZEZINSKI—HENRY GEWARTOWSKI—THEO. SERR. Director to the Parent Society—BOB PLACEK. . . . Kenneth Austin had a roomful of ardent listeners to a well-chosen and excellently delivered talk on denture problems. . . . Our Florida resident, Gus Tilley, has had several visitors from the branch. Jim Guerrero tells me Gus still enjoys a good game of golf. Gus Johannes also visited with him and got all the latest "info" about retirement, etc. Gus J. is in the process of winding up his affairs in these parts and is going to settle in Palm Harbor, Florida, on that 10-acres orange tract he has there. The community is in need of good leadership and has Gus slated for Mayor of Palm Harbor—sounds good, doesn't it! . . . Our deepest sympathy is extended to the family of our good member, P. Kirsten, who passed away April 6th. . . . A new home in the Wildwood section of Edgebrook now has a mail box labeled "Waldemar Kwcinski." . . . Happy Birthday greetings go to our energetic Frederick K. Liermann, who reached 70 years April 27th, and is going strong. . . . Frank Brzezinski has a right to be proud. It was a boy who came to fill the crib at their home. . . . Call GEORGE FREEDMAN at Spaulding 2-8851 NOW!! RE-

SERVE YOUR PLACE AT THE TAM O'SHANTER GOLF CLUB FOR HER AND YOURSELF—LADIES' NITE PARTY—MAY 14. Cocktails—6:00 p.m. Dinner—7:15 p.m. FUN FROM THEN ON!!—*Folmer Nymark, Branch Correspondent.*

## NORTH SUBURBAN

The last meeting with the four table clinics was a big success at the Georgian Hotel. . . . I want to take this time to say, "A good job, well done," to O. B. Kibler as past-president of our North Suburban Branch; and our best regards to Russell Johnson, of Winnetka, our new incoming man. We know we have another good year in store for us. . . . John McGuire, Jr. and Mrs. McGuire are touring the southern states and concentrating around Biloxi, Mississippi. Hope they both enjoy a good rest and a relaxing vacation. . . . Adrian Swanson and family are now in Florida enjoying that good old sunshine. . . . William E. Redlich returned from Switzerland a trifle late due to a broken leg which happened while skiing the last few days of his vacation. I hope everything is healing fine. . . . Harry W. Chronquist left for Florida with his family in a new Cadillac and will be gone for about three weeks, arriving back the last of April. . . . Leonard and Mrs. Grimson enjoyed a boat trip in the southern waters off New Orleans way and returned brown and refreshed. . . . Everything about B. F. Dewel's trip was wonderful except running into the train strike in New York and being delayed for a couple of days which really throws the old office schedule on the blink. . . . We of the 708 Church Building are glad to see John MacLean up and around again after his recent illness. . . . My good neighbor, H. D. Meyer, has a son who was married the 23rd of

April and we wish the young couple the best of everything. . . . Glad to hear that Ed Sullivan is going to take over the Fortnightly Review on June 1. . . . F. S. Verink has recently opened his new office in the Carlson Building and he had some of the younger men over to see his grandfather before the last meeting. From all reports, everyone liked him. . . . William and Mrs. Bell recently had a son. Congratulations! . . . Maynard and Mrs. Cook flew to Mexico City for three weeks. . . . Your correspondent is going to Springfield to the State Meeting in May and hopes to see a lot of the North Suburban men there. . . . "No man can sincerely try to help another without helping himself."—*W. Alfred Parcell, Branch Co-correspondent.*

#### **WEST SUBURBAN**

**DEADLINE FLASH: CIRCLE THIS DATE IN RED ON YOUR CALENDAR—MAY 14th. THIS IS THE DAY OF THE ANNUAL WEST SUBURBAN GOLF OUTING AT ITASCA COUNTRY CLUB.** You have read of many golf outings in the past—but this one will be among the best. The course has recently been redesigned with plenty of sporty fairways. The clubhouse has been completely redecorated; the dinner planned will not be "just another dinner"—the golf committee headed by Quentin Mangion, promises a full day of out-of-this-world relaxation and enjoyment. The prizes are too numerous and varied to mention. The new almanac indicates a day filled with sunshine and crisp breezes. This is not just another golf outing—**THIS IS THE WEST SUBURBAN GOLF OUTING!!!** Telephone and make reservations with any of the following committee members: Ed Kritzke, Werner Gresens, Jack Opdahl, Quent Mangion, Wes Olsen and Dick Anderson. **LATER DEADLINE FLASH:** More than a full-hour of after-dinner entertainment—no speeches, lotsa fun and an opportunity to forget the office and relax for a full day, "come early and stay late." The

Barber-Malone combine plan to introduce their new ATOMIC golf ball, Bob Atterbury and his twinkling fingers will amaze you, indelible pencils for all golfers —only one scorecard!!! . . . The West Suburban Dental Assistants Association announces that on May 1st a dinner-meeting will be held at the Carleton Hotel in Oak Park. Recently elected officers will be duly installed by Ruth De Young, President of the Chicago Dental Assistants Association. Congratulations to Lorraine Scapillato, pres; Marie Venture, vice-pres; Marilyn Motter, sec-treas; and thank you for a job well done, Dotty Sutton, out-going president. Dinner will be served at 6:45 p.m. . . . The attendance at the annual clinic meeting on April 8th was most gratifying. The efforts of Ernie Irish and his committee are commendable. Over 100 members were present and witnessed past-president key presentations to the first president of the West Suburban dental society, W. Fellman, who took office in 1915. Keys were presented to I. B. Clendenen, president in 1922, and to Paul Betty who was president in 1921. Drs. Gillispie, now in Iowa, and Elliott, of Ohio, who were unable to attend, received their awards by mail. Clarence Hanson, who relinquished office that evening, received his key from Joe Voita who expressed our sincere thanks admirably . . . May I repeat my Fortnightly hint? How about an overt reward for the magnificent work of O. O.? . . . Send all news and notes to me at 501 Franklin, River Forest, FOrest 9-9079,—*Anthony J. Malone, Branch Correspondent.*

#### **WEST SIDE**

All members who were at the last meeting will agree that Vince Gottschalk presented a very fine program. His remarkable memory tricks and his capable handling of numbers kept us all at close attention throughout the program. . . . Installation of Officers for the new year was supervised by Dr. Johnson. . . . We were pleased to have James Keith as our

guest at the last meeting. . . . Dorothy Rizzo and Mrs. Gladys Vission were two of the fairer sex who were in attendance . . . Don't forget the West Side Golf Outing on June 4th at Nordic Hills. . . . The Southland is still prominent as a vacation site. George Frost vacationed in Orlando, Fort Lauderdale, Miami, and Key West, Florida. . . . H. Weinfield chose Miami Beach as his vacation site, while J. Porto divided his time between Key West, Hollywood, and St. Petersburg, Florida. . . . Surely more of you men have taken vacations, especially since weather at this time of the year is so unpredictable—rain one day, snow the next, freezing temperatures and then sudden heat. Please don't wait for someone

else to call in about your vacation. Just send a postcard to me at 3203 West Madison Street. News is always welcome—and usually so slow in coming.

. . . Congratulations to Victor Ganz, whose wife presented him with a baby girl; and double congratulations to Prexy Bob Tuck for Papa Stork (with Mrs. Tuck's help) brought twins this trip.—*Carl Weiss, Branch Correspondent.*

#### NORTH SIDE

Gentleman: Please read the editorial in the April 1952 issue in which the editor of *Dental Survey*, Elmer Best, gives us a very intelligent outlook on the com-

(Continued on page 28)

#### DENTAL ASSISTANTS' EXTENSION COURSE

The Chicago Dental Assistants Association will again offer the 104-hour Extension Course for dental assistants, starting in September, 1952. Applicants must be members of the Association. The cost of the course will be fifty dollars and only twenty-five applications will be accepted. The class will meet one night a week; the site for the course will be decided by the Education Committee at a later date.

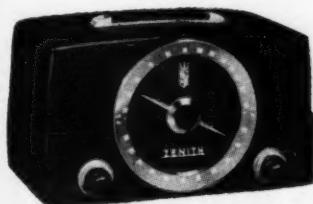
Those wishing to enroll in the course should fill in the application form below and send it with their check or money order, made payable to The Educational Committee of the Chicago Dental Assistants Association, to Nancy Saunders, 1706 W. Farragut, Chicago 40, Illinois. The Chicago Dental Assistants Association reserves the right to cancel the course if the required number of applications is not received and will not refund the reservation fee if the applicant fails to take the course if offered. All applications must be received by June 1, 1952.

Name _____	Home Telephone _____
Home Address _____	Office Telephone _____
Employed by _____	
Office Address _____	
I am a member of the CDAA. Yes _____	No _____
I have been a member _____ years.	
I have been employed as a dental assistant _____ years.	



## NO "RECEPTION ROOM Tedium"

"America's Finest  
FM-AM Table Radios"



Super Symphony  
\$8495  
WALNUT



Super Triumph  
\$6495

Super Medallion  
\$5495

**ZENITH**  
LONG DISTANCE RADIO and TELEVISION

Thanks to Static-Free

**ZENITH**  
SUPER-SENSITIVE FM

Chicagoland Dentists are daily discovering the advantages of Zenith Super-Sensitive FM for the reception room. The world's finest music, broadcast without paid commercials from Station WEFM, relaxes and diverts waiting patients. And Super-Sensitive FM . . . engineered to a perfection only Zenith has yet attained . . . brings crystal-clear reception, entirely unaffected by operation of your X-ray machines, laboratory motors or drills. Perfect reception *in any weather* —even in Loop office buildings where ordinary radios are almost useless. Why not provide this wonderful relaxation for your patients? You'll make their wait far more enjoyable . . . their "trip to the dentist" a far pleasanter experience.

For demonstration in your office send this coupon

**ZENITH RADIO DISTRIBUTING CORP.**

912 West Washington Blvd., Chicago, Ill.

Kindly send me full details regarding Zenith Super-Sensitive FM, and have a Zenith dealer telephone to arrange an "in-office" demonstration at my convenience. I understand no obligation is incurred by me.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

## NEWS AND ANNOUNCEMENTS

(Continued from page 13)

world that they have been robbed. He had nothing but the highest praise for the manner in which the dentists worked and cooperated with the police in running this case down. Once the woman had been identified and the warrant issued, locating her became a routine process of police work and Captain Hennessy and his men wasted no time setting about it. They had already located her whereabouts and were planning her capture when their information was corroborated by an anonymous letter from someone who had seen the newspaper story of the warrant and knew, not only her whereabouts but mentioned some illuminating details about her personal habits. With no delay whatsoever the police descended upon the woman's hideout and faster than you can say *habeas corpus* she found herself solidly incarcerated in Cook County.

It turned out that she is an "old pro," having been out on probation on one occasion after being caught picking pockets and having done a stretch of a year after booting another job.

The woman's name is Mrs. Louise Springer, alias Mary Kramer, says Captain Hennessy. If any more of our members would like "to come forward," as they say in English novels, and bear witness to the depredations of this larcenous performer, do this: Get in touch with Captain William Hennessy of the Fourteenth District Police, 8501 South Green Street, Chicago. The telephone number is Stewart 3-7126. Every little bit helps and considering what amounts of help and cooperation dentists have already been in this case it seems little enough, if any others of us know anything about the woman or can cite an example of her work, to get information on her to the police where it will benefit society the most.

We take pleasure in joining the Police Department in thanking our members who pitched into this situation and did a good job.

## APPLICANTS

(Continued from page 19)

LITTLE, DANIEL H. (N.U.D.S. 1950) North Suburban, Fort Sheridan, Illinois. Endorsed by Raymond F. Anderson and Warren H. Lutton.

### BEAUTIFUL TRANSLUCENT PORCELAIN AND ACRYLIC JACKETS

that you would be proud to put in your own mouth

We pick-up and deliver to the Chicago area

M. W. SCHNEIDER DENTAL LABORATORY  
27 EAST MONROE ST., CHICAGO 3, ILLINOIS CEntral 6-1680



### THE DOCTORS' SERVICE BUREAU

Owned and Operated by Members of the  
Chicago Dental and Medical Societies

offers—

FREE CREDIT REPORTS  
To keep your losses low

FREE LETTERS TO DELINQUENTS  
To collect slow accounts at no charge

A COLLECTION SERVICE  
At less than 25% on average

THE DOCTORS' SERVICE BUREAU • CEntral 6-6446 • 201 North Wells St.

**HOW TO INTRODUCE  
A SPEAKER TO AN AUDIENCE**

(Continued from page 11)

your talk like this: 'Ladies and gentlemen, I wrote out a speech of introduction. Here it is. I spent hours working on it. In fact, I memorized it—and repeated it to the furnace in my basement. It is dull. So I am going to tear it up right now. You know the name of the man who is going to speak, and you know what he is going to speak about; I will stay and listen to him if you will.' " Jay Rupert said approximately that; and had a good time saying it. The listeners were delighted. They laughed and applauded. They admired Jay Rupert because he had the courage to tear up his memorized speech and be himself.

**Rule 10. Never begin with an allegedly humorous story.**

If you begin with a joke, the chances are 99 out of 100 that your attempted humor will fall flat; and your listeners will feel sorry for you. Above all else, don't buy a toastmaster's handbook that contains five hundred jokes and stories. There isn't one chairman in a hundred who can get a laugh out of a jokebook. I know that I can't. So I never try. If we have a light touch and an unfailing gift of wit, we may be able to get a little comedy out of our material. Sometimes it can be done by ribbing the speaker. For example, an old miner once introduced Mark Twain by saying: "Ladies and gentlemen, I know only two things about this man. The first is that he has never been in jail; and the second is, I don't know why." The audience laughed when that old man said that. But I am not at all sure they would have laughed if I had been there and said it. So much depends on the personality of the speaker!

**Rule 11. If the speaker is well-known, why not be original and introduce the audience to him?**

Glenn Stewart, Editor of *The KVP Philosopher* told me of a chairman who made himself popular by giving a new twist to an old situation. Instead of introducing the speaker to the audience, he

**20 Years  
PROFESSIONAL MEN ONLY**

- An experienced service helping doctors save time and money
- Business problems
- Income taxes
- Office systems and records
- Auditing.

J. P. REVENAUGH

H. F. KEISTER

59 E. MADISON ST.

**P**ROFESSIONAL

**B**USINESS

**M**ANAGEMENT

STATE 2-2282

Just better  
partials

**P**

**K**

**T** C

Stress  
breakers  
with function  
and simplicity

**A**

Dentures  
Acrylics with  
wrought wire

**T** C

Room 1900

Pittsfield Building

**P** 55 East Washington Street  
Chicago 2  
FR 2-2708

**K**

introduced the audience to the speaker. The story goes like this: A United States Senator was scheduled to speak in Kalamazoo, Michigan. So the chairman began by saying: "Senator, I want you to meet the people of Kalamazoo. They know you. They know why you are here. They know your subject. But you don't know them. They are really wonderful people. They are intelligent. They are friendly. They are all pulling for you to make a great speech here tonight. Senator Smith, meet the people of Kalamazoo."

Everybody liked that introduction because it was honest, sincere, and complimented both the speaker and the audience.

Rule 12. *Leave the platform immediately.* After you have announced the speaker's name, turn to him, bow slightly and say, in a conversational tone, "Mr. Blank." Then, if practical, depart—rapidly and inconspicuously!

Don't, if you can avoid it, sit facing the audience after you have introduced the speaker. Admittedly, you can't always avoid it. You can't at a luncheon club meeting or at conventions—where a half dozen, or a dozen, or even more people must sit where they face the audience. At a graduation it is usually even worse! But never, never sit on the platform after you have made a speech of introduction if you are to be the only man there except the speaker. Why? Bad taste. Egotistical. If you continue to sit facing the audience, you will be suspected of wanting to show off, just as the noblemen did in Shakespeare's time when

they bought tickets to sit on the stage in order to be seen with the actors.

To be the only other person on the platform while another man is speaking is grossly unfair to him. You can't possibly keep from moving while he talks. You are bound to move a hand or a foot occasionally, or cross your legs. Remember, every time you make the slightest movement, the audience may look at you and cease paying attention to Mr. Blank's speech. So be a good sport; and, after you introduce Mr. Blank, get off the platform and sit down modestly among the listeners, where you belong.

#### HERE ARE THE RULES IN BRIEF

1. Remember the speaker's name.
2. Announce the speaker's name clearly.
3. Do not turn to the speaker when you announce his name.
4. Give facts about the speaker—not opinions.
5. Get your facts right.
6. Be brief. Be brief. Be brief. Sixty seconds is enough.
7. Announce the speaker's subject and show why the audience should be interested in it.
8. Don't try to show off.
9. Never write out or memorize a speech of introduction.
10. Never begin with an allegedly humorous story.
11. If the speaker is well-known, be original and introduce the audience to him.
12. Leave the platform immediately.

## Edward Sanatorium

### FOR THE TREATMENT OF TUBERCULOSIS

Jerome R. Head, M.D.—Chief of Staff

Ideally situated — beautiful landscaped surroundings — modern buildings and equipment

A-A rating by Illinois Department of Health

Full approval of the American College of Surgeons

Active Institutional member of the American Hospital Association

For detailed information apply to

Business Office at the Sanatorium

NAPERVILLE, ILLINOIS

30 miles west of Chicago

EST. 1907

Telephone  
Naperville 450

**Counter and Phone Service**

on

**Trubyte**  
**DENTRON**  
**Teeth**

Our stock of these, as well as all of the products of The Dentists' Supply Company of New York, will meet all your requirements.

# Frink Dental Supply Co.

**4753 N. Broadway**

Long Beach 1-3350-3351

**Free Parking**

**WE HAVE THE RIGHT ANSWERS TO YOUR QUESTIONS.  
CONSULT WITH US ON YOUR NEXT PROSTHETIC PROBLEM**

**THE BEST KNOWN  
NAME IN  
PRECISION  
RESTORATIONS**

The logo for Steiner Dental Laboratories is set against a white background. A thick, black, diagonal banner runs from the bottom-left towards the top-right. The word "STEINER" is printed in large, bold, black capital letters along the length of the banner. Below the banner, the words "DENTAL LABORATORIES" are printed in a smaller, bold, black sans-serif font. Underneath that, the address "55 E. WASHINGTON ST." is followed by "1822-6 Pittsfield Bldg." in a slightly smaller black font. At the very bottom, the phone number "Phone FRanklin 2-4316" is printed in a black, italicized font.

**DENTAL LABORATORIES**  
55 E. WASHINGTON ST.  
1822-6 Pittsfield Bldg.  
**Phone FRanklin 2-4316**

#### **NEWS OF THE BRANCHES**

*(Continued from page 18)*

parative public relations of the ADA and the AMA. I highly recommend the reading of this article, as it will let us know if we are doing the job we should. What do you think? Our next CDS meeting downtown will help us along those lines too; will we see you there in May? . . . Ed Benson has recently sustained the loss of his mother. We, of the North Side, wish to express our heartfelt sympathy to you and yours, Ed . . . Carl Gieler and John Anderson both shared part of the load, in giving a course on full denture prosthesis at the recent Northwestern homecoming. Our fellow northsiders, who attended the sessions, can attest to the many values they received there. The course was sponsored by the Sanders Dental Research Club. . . . Our last meeting was a get-together that should be long remembered on the North Side. It caused quite a furor, as the entire group was stimulated and prepared to vote. Certainly the North Side has needed something like this for a long time, and as I told Basil Cupis—win, lose or draw—all the candidates should be justly proud of the grand turnout we had. We should all keep up this enthusiasm and not only get out when it's time to vote and then lie back until the next spirited election comes around. . . . The results of the election were as follows: President, Russ Boothe; vice-president, Ed Kirby; secretary, Maurie Altus; librarian, Herb

Gustavson; treasurer, tie election between Bill Osmanski and Bob Oppice; director to the parent society, Walter Nock. As you noticed, there is a tie election between Bill Osmanski and Bob Oppice. This run-off election will be held at the next meeting, which will be announced. Having a tie election run-off like this is certainly indicative of the wonderful spirit that prevailed at the meeting and should put each one of you "guilty ones" on the spot for not having attended. Just think—your vote would have made the difference. . . . In closing for this issue there is just a little bit that I would like to share with you in stating that a good talker is not afraid to be wrong. It is not original with me, but in case you did not read the article, I will quote some of it here, as it certainly is good for our society and for our country at large, at a time when so many important things are coming up. . . . "The good talker lets himself go. He does not stand upon the order of his talking; he talks. He does not fear to expose himself to the gaze of his fellows. He is not a strict devotee of logic. He is ready to contradict himself, to alter his opinions without regret. He admits all the time that he is not the sole fount of everlasting wisdom. At the end of the sitting you may decide that you are a wiser individual than he is, but he has held you, diverted you, increased your acquaintance with human nature, incited you to thought, and, above all, shown you an individuality. And you look forward to meeting him

**CALL US FIRST  
STATE 2-5393**  
**WE WRITE EVERY FORM OF INSURANCE**

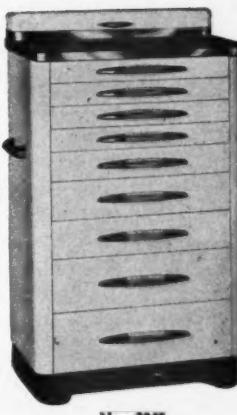
**HUNTINGTON AND HOMER, INC.**

**400 W. Madison Street—(The Chicago Daily News Building) CHICAGO 6, ILL.  
AGENTS FOR THE DISABILITY AND HOSPITAL PLANS OF THE CHICAGO DENTAL SOCIETY**

again. The conversational trouble with the average man is that he wants too hard to be right. This is why he usually stays within the limits of shoptalk. And this is why conversation is so dull. The willingness to take a flier, to send up a large, gaily colored balloon, to set off a verbal firecracker, to make some monstrous generalization, is the way to transform a dull dialog into a fascinating chase of ideas. Pride and pomposity, not ignorance, are the enemies of good talk. A solemn man reciting facts that he knows well is a social blight; a whimsical man speculating on a subject he scarcely knows can provoke our interest in it much more than the grim expert. Good talk has all but disappeared from the contemporary scene. When this happens, in any society, it is soon followed by the disappearance of good writing and good thinking. In the beginning, we are told, was the Word."—*Herb Gustavson, Branch Correspondent.*

#### ENGLEWOOD

Englewood was indeed fortunate in having Dr. Arthur Elfenbaum as speaker for its April 7 meeting. Enthusiasm for one's special interest is contagious, and I know of several cases which "took" after hearing Dr. Elfenbaum's paper on "Diagnosis—the Key to Practice Building." Here is a subject which has never been stressed enough, and one which cannot be overemphasized. Someday I should like to see those many fine slides. I was too busy burning my li'l ol' fingers changing 'em! Incidentally, mighty sharp photography, no? . . . AND, speaking of shutterbugs! Did John Lace ever succumb—but good. Bought himself a Kine Exakta VX with all the "hitch-me-ons" in the catalog. It made me feel kinda warm inside (right on top of John Brotherson's Old Fashioned), to see how pleased and justifiably proud he was in telling me about it. Then the tears welled up in those lovely keen blue eyes. "Waska," sez he, "how in hell do you work it?" . . . To President-Elect Harry



No. 3040

**WE HAVE  
an  
ALLISON  
CABINET  
for You  
in  
1952**

DOCTOR, YOUR DENTAL CABINET IS THE MOST OBSERVED PIECE OF EQUIPMENT IN YOUR OPERATORY.

DOES YOUR CABINET EXPRESS THE PROPER IMPRESSION YOU DESIRE ON YOUR PATIENT?

A REPLACEMENT OF A NEW ALLISON CABINET WILL ASSURE YOU THE DESIRED EXPRESSION OF YOUR DENTAL PROFESSION AT A SURPRISING NOMINAL COST.

MAY WE SHOW YOU THE NEWEST AND COMPLETE ALLISON LINE OF CABINETS?  
CATALOG SUPPLIED ON REQUEST.

**M. LARSON COMPANY, INC.**

225 N. PULASKI ROAD  
CHICAGO 24, ILL.      VAn Buren 6-8070

Kazen, his many friends join in extending their sincere sympathy upon the death of his father. . . . We are equally grieved to learn of the passing of Bill Shippee's mother. . . . Didja note that fancy quick sneak for home that Glen "I'm-married-now" Walden pulled as soon as dinner was over? None of those evenings with the boys anymore. "Able was I ere I saw Elba"—Elba Z. Walden, that is. (Spin that one backwards on your bracket table just for fun.) Apologies to the Corsican corporal. . . . Dr. Ray VanDam appeared on Northwestern's Homecoming program, held at their dental building. He spoke on "Psychosomatic Consideration of the Denture Patient." Broken down, I believe that means, "Mind Over Clatter." . . . The Waldens are feathering a nest at 96th & Winston. At last report Elba was "tickled" about it . . . Fred Pacer, son of Stan Pacer, is a senior in Gage Park High School. He recently made his dad proud by receiving

a majority in the City R.O.T.C. By examination, yet! . . . You know, seems a shame to make Gus Solfronk come home, even if only for such short spells. He has been down Florida way again to see his daughter and granddaughter. This time, he made a month's trip of it, one week being spent in the Bahamas, where he caught four amberjacks which weighed in at 50 to 60 pounds each. Rough water was given as the excuse for not having done better . . . Willis Bray, not to be outdone, spent four weeks in Florida recently . . . Louis and Mrs. Padden rested in "that place" for three weeks. Miami Beach, to be exact . . . John "I forgot to take off the lens cap" Lace will spend two months forgetting to put on his haze filter while motoring through the Smokies on his way to St. Augustine, "that place." (Chamber of Commerce, please copy.) . . . As our ship sinks slowly in the west, we must say goodbye to sunny Florida, and we turn to golden California where Ernie Goldhorn plans a visit to his young man Marine stationed at San Diego . . . Ted Vermeulen wants it known that John Manning and Dan Duffy have group III of the study club nicely under way. Meetings will be on Tuesday evenings, so sign up. . . . Harold Hayes is tripping soon to Biloxi, Miss. None of this FL. stuff for Harold—and I don't mean Fluorine!! . . . On April 7, Englewood held its election of officers. Officers of the branch for the ensuing year are to be: President, Harry H. Kazen; vice-president, Stanley J. Pacer; secretary, Francis J. O'Grady; treasurer, Theodore H. Vermeulen. . . . Gosh, wish I could afford to go to Florida.—*Romaine J. Waska, Assistant Branch Correspondent.*

#### KENWOOD-HYDE PARK

Howard Strange and Art Block attended the American Association of Orthodontia in St. Louis on the 19th of April. . . . Howard and Mrs. Strange and

daughter are going to Phoenix for two weeks and also to California to visit their son John. . . . Ben Herzberg was busy at the Drake Hotel attending the meeting of the Tweed Foundation. He is secretary and treasurer of this organization and it is really keeping him busy. . . . P. L. Mathisen and W. B. Burke gave table clinics at the Wisconsin Dental Meeting on April 17 and in Detroit on April 23. . . . I wish to compliment Ed Budill and our president, John McBride, on the fine table clinics that were presented at Kenwood-Hyde Park Clinic Day. On behalf of all the members of Kenwood who were present, I wish to express thanks to the clinicians, each and every one of them, for their efforts and fine contributions to our clinic day. Our members, however, failed to make this day a huge success; they just never came out. It was their loss. The clinicians and their material were wonderful and informative. It is very disconcerting to those who spend so much time in gathering together a program of this sort to have OUR MEMBERS feel that they are so well informed that they don't need any outside knowledge. Kenwood seems to lack initiative more than any other branch and it certainly is not the fault of the types of program, nor is it the fault of the officers for they surely have tried to do their very best. . . . DON'T FORGET! Our Ladies' Night meeting will be held at the Sherry Hotel on Tuesday, May 6, with dinner at 7:00 p.m. Miss Gertrude Shepley, lyric soprano and dramatic artist, will entertain with excerpts from *Call Me Madam*. (Miss O'Neil, who was originally scheduled to sing, is unable to appear because of illness.) Installation of the newly elected officers will be held that night and three new 50-year men will be honored. Make a date with your fair lady and plan to be present for this gala occasion. . . . Send any news you have to Howard Strange for the next issue.—*Lawrence H. Johnson, Assistant Branch Correspondent.*

